



DUPPLICATE

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August 2, 2005

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AUG - 2 2005

Marlene H. Dortch, Secretary
Federal Communications Commission
445 Twelfth Street, SW
Washington, DC 20554

Federal Communications Commission
Office of Secretary

Attention: Audio Division, Media Bureau

Re: MB Docket No. 04-388
RM-11089

Dear Ms. Dortch:

On July 29, 2005, the undersigned filed a Petition for Reconsideration in the above-reference proceeding on behalf of Hispanic Target Media, Inc. Due to a possible error in the reproduction process, it is unclear whether the signature page of the Petition was included with the filing. To ensure a complete filing, please replace the original and four copies of the Petition with the new original and four copies enclosed herewith.

Should you have any questions concerning this matter, please contact the undersigned.

Sincerely,

Philip A. Bonomo
Counsel to Hispanic Target Media, Inc.

cc: Linda A. Davidson
266 President Avenue
Providence, RI 02906

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BEFORE THE
Federal Communications Commission
WASHINGTON, D.C. 20554

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AUG - 2 2005

Federal Communications Commission
Office of Secretary

In the Matter of)	
)	
Amendment of Section 73.202(b),)	MB Docket No. 04-388
Table of Allotments,)	RM-11089
FM Broadcast Stations.)	
(Blythe, California))	

To: Audio Division, Media Bureau

PETITION FOR RECONSIDERATION

Hispanic Target Media, Inc. ("HTM"), by its attorneys and pursuant to Section 1.429 of the Commission's rules, 47 C.F.R. §1.429, hereby petitions the Commission to reconsider its decision in the above-captioned proceeding to allot an FM channel at Blythe, California with allotment coordinates of 33-37-02 N and 114-35-20 W.¹ HTM respectfully requests that a site restriction be placed at the allotment coordinates to accommodate its pending application for FM Channel 240A at Wellton, Arizona.

On October 8, 2004, the Commission released a Notice of Proposed Rule Making requesting comment on the proposal of Linda A. Davidson ("Petitioner") to allot FM Channel 239B at Blythe. *Blythe, California*, 19 FCC Rcd 19493 (Audio Division 2004). Following the close of the comment and reply comment periods, HTM filed an application for an FM construction permit at Wellton, Arizona, which specified a transmitter site that is slightly short spaced to the allotment coordinates for Blythe. *See* File No. BNPH-20050103ABU. HTM has contacted Petitioner to seek her consent to

¹ The Report and Order adopting the Blythe allotment proposal was published in the Federal Register on June 29, 2005. 70 Fed. Reg. 37288 (June 29, 2005). This petition is therefore timely filed. *See* 47 C.F.R. §§ 1.4(b)(1) & 1.429(d) (petitions for reconsideration must be filed within 30 days from the date of public notice).

amend the Blythe allotment coordinates to accommodate the Wellton application.

Petitioner has indicated her intent to consent to the modification of the Blythe allotment coordinates to 33-40-35 N and 114-35-07 W, which is a site approximately six kilometers north of the current allotment coordinates. The proposed coordinates fully comply with the Commission's city grade and mileage separation requirements, as shown in the attached FM Channel Study. The parties were in discussion concerning how to accommodate the Wellton application when the Report and Order adopting the Blythe allotment proposal was issued. Unfortunately, the consent could not be prepared and filed prior to the close of the 30-day reconsideration period in this proceeding, thereby necessitating the instant petition. HTM anticipates that the consent will be filed imminently.

For the foregoing reasons, particularly Petitioner's apparent willingness to consent to the proposed site restriction, HTM requests that the Commission reconsider allotting an FM channel at Blythe with coordinates 33-37-02 N and 114-35-20 W and place a site restriction on those allotment coordinates.

Respectfully submitted,

HISPANIC TARGET MEDIA, INC.

By: 

Meredith S. Senter, Jr.
Philip A. Bonomo

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2000 K Street, NW, Suite 600
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(202) 429-8970

July 29, 2005

Its Attorneys

**FM CHANNEL STUDY
FM Channel 239B
Blythe, California
MB Docket 04-388**

**N33-40-35
W114-35-07**

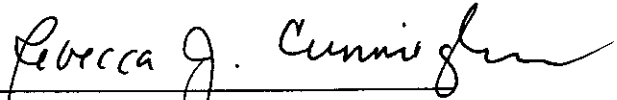
CallSign	State	City	Channel	Class	Status	Dist	Sep	Clr
NEW	AZ	WELLTON	240	A	APP	113.6	113	0.6
	AZ	WELLTON	240	A	APP	118.97	113	6
NEW	AZ	WELLTON	240	A	APP	119.47	113	6.5
NEW	AZ	WELLTON	240	A	APP	120.64	113	7.6
KUSS	CA	CARLSBAD	239	B	USE	256.57	241	15.6
KYOT-FM	AZ	PHOENIX	238	C	LIC	237.6	217	20.6

All Distances in kilometers

CERTIFICATE OF SERVICE

I, Rebecca J. Cunningham, do hereby certify that on this 29th day of July, 2005, I sent by U.S. first-class, postage prepaid mail, a copy of the foregoing Petition for Reconsideration to the following:

Linda A. Davidson
266 President Avenue
Providence, RI 02906



Rebecca J. Cunningham